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# "Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE  
N.B.C. NETWORK COAST TO COAST SATURDAYS



what's coming

12:15 P.M. EST

11:15 A.M. CST

10:15 A.M. MST

9:15 A.M. PST

FIESTA FOODS  
April 19, 1947

(Produced by the United States Department of Agriculture. This script was prepared for broadcast and is for reference only. It may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than thirteen years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. ANNCR: IT'S CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs Freyman and Johnny.
5. FREYMAN: Today...we're going to take a peek into the country's market basket and see which fruits and vegetables are especially plentiful. Then we'll have some special tips for you on cooking to make the most of their food value. And some hints on serving old stand-by vegetables in new tempting ways.
6. JOHN: With a Latin flavor. Don't forget, Mrs. Freyman, this is the last day of Pan American Week. And tying Pan American Week in with our chat on food today will serve two purposes.

7. FREYMAN: Well, I can think of one. We can make some of our everyday foods . more interesting if we borrow a little imagination from our good neighbors to the south.
8. JOHN: I get the idea...fiesta meals...reminiscent of Ramona and Franciscan friars...mantillas...and bull fights.
9. FREYMAN: Something like that...at least a little more color in our meals.
10. JOHN: Well, the other thing I had in mind is an old theme for this program. This is it. If you know what foods other people eat...it's a good step toward understanding the people... because food is a common denominator.
11. FREYMAN: And that fits right into the slogan for Pan American Week this year.
12. JOHN: That's right..."Cooperation...Keynote of the Americas." The slogan may be new...but the idea it expresses goes back as far as 1890...when the Pan American Union was founded. At that time, the Americas joined together to promote peace and friendship by establishing closer political, economic, social, and cultural relations.
13. MUSIC: SNEAK INTO BACKGROUND...BLEND OF PARTIOTIC USA THEME AND LATIN STRAIN.
14. FREYMAN: The free Americas have gone forward in this direction. We see examples of it every day in our clothing...our interior decorating...and our food. Homemakers in this country practice Pan American goodwill every time they use certain spices...or serve coffee...or flavor food with vanilla.
15. JOHN: And Latin American countries supply us with many other agricultural products...cocoa...flavorings...quinine, insecticides...as well as essential oils...and rubber...all products we cannot grow ourselves.



16. MUSIC: BUILDS UP DRAMATICALLY. SEGUES INTO SOMETHING LIGHT LIKE CIELITA LINDA. FADES GRADUALLY DURING NEXT SPEECH.
17. FREYMAN: The first group of foods we're going to discuss today...is green vegetables, Johnny.
18. JOHN: Ah...boiled greens! I wonder if our Latin American friends consider them a cure for spring fever too? Mrs. Freyman?  
the
19. FREYMAN: Well, maybe they rely on/good old sulphur and molasses treatment But since spinach and cabbage are two green vegetables that are especially plentiful right now...let's concentrate on them for a minute.
20. JOHN: Let's start with spinach. I'm one of those exceptional guys who likes spinach...in fact it's one of my favorite vegetables.
21. FREYMAN: That doesn't make you so unusual. Spinach is a much maligned vegetable. Plenty of people like it. And they should. There are extra bonuses of vitamin A and iron in dark green leafy vegetables. And iron helps build good red blood in our bodies.
22. JOHN: Say, I once heard that the Ancient Greeks had quite a cure for anemia.
23. FREYMAN: Spinach?
24. JOHN: No. They were supposed to have let a sword rust in water. Then they got iron by drinking the rusty water.
25. FREYMAN: That's interesting...if true. Anyhow, today we know of easier and more pleasant ways to get iron...dark green leafy vegetables And to get the most food value from them...you want to cook them correctly. Did you know that greens are probably the most mistreated of all our vegetables, Johnny?
26. JOHN: If you mean cooking the living daylights out of spinach and cabbage until they're just a soggy mess...I can see what you mean.

27. FREYMAN: Yes...the accent is on speedy cooking...only enough to make the greens tender. Of course you'll want to wash them thoroughly first. The washing should be quick too; Soaking is out for greens. Don't soak them. Incidentally at Michigan State College, they worked out the very latest time-saving way of cleaning spinach.
28. JOHN: Science is a gal's best friend when it comes to making it simpler to cook.
29. FREYMAN: Mmm hrm. And here's how it's done. First cut the leaves before you wash them. And warm water seems to do better for dousing spinach. The experts advise two pans of water in the sink for cleaning the leaves. The trick is to work from right to left...lifting the spinach from one pan to the other.
30. JOHN: And leaving the sand behind.
31. FREYMAN: Exactly. Then change the water in the first pan. Dispose of the roots in a paper bag or pan near your spinach supply. You can clip corners too by using both hands to transfer the small pieces of spinach from the water to the pan reserved for the cleaned leaves.
32. JOHN: Then what happens after this efficient beauty treatment?
33. FREYMAN: Then short, speedy cooking. And don't forget a cover for the pan to speed cooking time.
34. JOHN: Do those cooking directions apply to cabbage too?
35. FREYMAN: With all green vegetables...asparagus...snap beans...broccoli...cabbage...collards...kale...dandelion greens...turnip greens... use just enough water to prevent sticking to the pan. Most of the time, the water clinging to the leaves after washing is all you need for cooking.

36. JOHN: Well, Mrs. Freyman...you promised some hints on serving old stand-by vegetables in new tempting ways.
37. FREYMAN: All right. Let's start with a new variation for an old favorite. How about a peppy Spanish sauce for stuffed cabbage? Leftover ground meat cuddles in the cabbage...and simmers in the sauce.
38. JOHN: Sounds good to me.
39. FREYMAN: And we're getting on to salad days once more. Green vegetables ...cooked or uncooked make attractive salads served alone or in company. But I especially like them in a raw salad.
40. JOHN: Well, I like some shredded raw greens - like spinach or cabbage - in a mixed salad bowl. They're a good crisp addition.
41. FREYMAN: Mmm hmm. And how does this appeal to you Johnny? Shredded cabbage with chopped onion and peanuts...or with grated raw carrot.
42. JOHN: I'll have to try that...could be very interesting.
43. FREYMAN: Incidentally...you want to chop or shred vegetables just before serving time to save the greatest amount of vitamins and minerals. And here's just one more suggestion for a delightful salad...raw chopped spinach with diced tomatoes or hard-cooked egg.
44. JOHN: Say, speaking of eggs. I read someplace that Latin Americans name their egg dishes after national heroes...or historic places. What do you think of that, Mrs. Freyman?
45. FREYMAN: I'm all for it, Johnny...a wonderful idea.
46. JOHN: Gracias, Senora.



47. FREYMAN: That's what I mean by using a little imagination in your cooking. A fancy name can fool the family on an old favorite served up just a little different way. On the cooked greens you might try adding chopped chives...or herbs just before serving.
48. JOHN: Egg dishes...with historic names. Something like scrambled eggs Bolívar...or San Martin souffle...or chilled Chile custard. Sounds so South American I can actually hear Latin Music.
49. MUSIC: SHORT BRIDGE
50. FREYMAN: Now we come to root vegetables.
51. JOHN: And Johnny, the Scout, reports that a fine supply of carrots and beets is to be found in markets right across the country.
52. FREYMAN: They really are two vegetables that help you introduce a little imagination and color into your meals...and still stay within your budget. First of all, I'd like to suggest grated carrots and finely shredded cabbage in a gelatin mixture. If you serve it in one large mold...or in individual salads, it's an enchanting gossamer that delights the eye and the taste. And of course raw carrot and raw cabbage mean a larger share of vitamins.
53. JOHN: Have you ever nade Carrots O'Brien, Mrs. Freyman?
54. FREYMAN: Mnn hnn...they're delicious.
55. JOHN: Well, I'd like to suggest we change the name to Carrots O'Higgins...just for Pan American Week. O'Higgins was a famous statesman in Chile.
56. FREYMAN: Whichever name you choose, carrots fixed this way are sure to make a hit. All you do is add chopped green or sweet red pepper to chopped cooked carrots...season with salt and pepper.



(FREYMAN CONTINUED) Melt a couple of tablespoons of fat in a frying pan.

Spread a thin layer of the vegetable in the pan and heat slowly.

57. JOHN: And there you have carrots O'Brien...or O'Higgins. Anyway it's a dish that's as colorful as a Mexican hat dance.

58. FREYMAN: Well, if you really want a vegetable that's colorful, Johnny ...you can't beat beets.

59. JOHN: I know. I once had the prettiest salad. I'll never forget it. There were tiny red stars and crescents cut from thin slices of cold beets.

60. FREYMAN: Good idea. But let's not restrict beets only to garnishes this spring. Serve them as a main vegetable...possibly with a little vinegar or a squeeze or two of lemon juice...for a pleasantly sour note..

61. JOHN: I've always wondered whether you cook beets the same way you do carrots.

62. FREYMAN: Yes...you cook all root vegetables about the same way. Of course with young tender roots...you use only enough water to prevent sticking to the pan. But you have to have enough water to cover the older roots.

63. JOHN: Well, do you scrape them first?

64. FREYMAN: No...boil root vegetables whole in their skins if they're not too strong or tough. And if you must peel the vegetables... make the peelings thin...or scrape no more than skin deep. Of course you never peel beets first. And here's a secret about how to keep them from losing their bright crimson color.

65. JOHN: I'm all ears.

66. FREYMAN: Just leave on the long taproot and an inch/of stems. Then  
a quick dip into cold water loosens the jacket on a cooked  
beet...and off it slips like a glove.
67. JOHN: Now that's cooperation.
68. FREYMAN: I can tell you another vegetable that's very cooperative...  
the potato.
69. JOHN: How do you figure that?
70. FREYMAN: Well, here we're building today's program around foods that  
are especially plentiful now...and trying to give them a  
Latin flavor. The potato is not only plentiful...but it's a  
real Good Neighbor food - a native of South America.
71. JOHN: That's so. Spanish explorers reported finding potatoes in  
Peru as early as the sixteenth century. I guess our potatoes  
today are different though...because one early traveler  
described the potato as a "kind of ground nut...that looks  
like a cooked chestnut when you boil it."
72. FREYMAN: That hardly sounds like our reliable spuds of today.
73. JOHN: And say, Mrs. Freyman...talk about getting color into your  
meals. How about potatoes all the colors of the rainbow...  
including purple?
74. FREYMAN: Gracious, Johnny. Where would you find them?
75. JOHN: In South America...they tell me.
76. FREYMAN: I'd rather stick to our plain white potatoes...right now...  
and introduce a colorful note another way.
77. JOHN: Such as how?
78. FREYMAN: Well, there are lots of ways to perk up mashed potatoes...just  
by adding finely chopped green pepper...or pimiento...maybe  
chives or onions.
79. JOHN: You could add any of those to my favorite hash browned  
potatoes...couldn't you?

80. FREYMAN: Of course...or to potato cakes...or potato salad. And for any of these dishes, chili powder adds a real South American touch. Or use paprika...if you prefer. But as I said before...potatoes really are very cooperative. They blend with almost anything. All it takes is a little imagination.
81. JOHN: And a sturdy thumb to flick the pages of a good Latin American cookbook.
82. FREYMAN: That too. Now...a few words about making the most of the vitamins and minerals in potatoes.
83. JOHN: I know...cook'em in their skins.
84. FREYMAN: Right. And of the two ways of cooking potatoes in their jackets...boiling conserves more vitamins than baking. So start with potatoes boiled in their jackets whether you're serving them parboiled, mashed, creamed,...in salad...or what have you.
85. JOHN: I have a question.
86. FREYMAN: On potatoes?
87. JOHN: Yes...you can't use boiled potatoes in those wonderful raw potato pancakes. So what then?
88. FREYMAN: Then you peel them...but keep the peelings thin. I have some general tips for our listeners to keep in mind for saving vitamins in cooking and serving potatoes and other foods. But before I get to them...we'd better talk about citrus fruits first.
89. JOHN: Good idea...fits right in with our Pan American theme...because I understand that the Spanish conquistadores brought citrus seeds to Florida, when they were searching for the Fountain of Youth.



90. FREYMAN: Oh there are lots of nice stories about citrus fruit and our Good Neighbors to the south. One I like especially is about Paraguay. It seems that at one time the people were encouraged to plant the seeds wherever they happened to be eating an orange. So the orange trees still grow wild throughout the forests of Paraguay...and they provide wonderful refreshment for weary travelers.
91. JOHN: I should think they would. Incidentally in that connection... I've heard that in Brazil and other citrus centers...oranges are so plentiful they use them in place of water for cooking.
92. FREYMAN: Well, we haven't reached quite that stage yet. But there are plenty of oranges and grapefruits to be had these days. And plenty of canned grapefruit segments and canned citrus juices.
93. JOHN: Ah...liquid sunshine!
94. FREYMAN: And plenty of vitamin C. It's nice to have such a good supply of citrus fruits and juices now. We can rely on them a little more heavily for our daily vitamin C until the tomatoes start coming in from those gardens. Especially remember to tuck an orange into the lunch box. It's a grand dessert.
95. JOHN: And speaking of desserts. I've just got to get this in. I've heard that there's a Mexican cooky with a name that means "a slap on the mouth". But those who know...say they're delightful. And in Brazil the name of one cooky is "love in pieces"...and another one is called "Little Mother-in-law kisses."
96. FREYMAN: Oh that's wonderful. But now... I must really get in some of these general tips for saving vitamins in cooking and serving food.

97. JOHN: Okay...how about boiling foods first?
98. FREYMAN: All right...use as little water as possible in boiling foods ...and raise the temperature to the boiling point as rapidly as possible. Don't stir air into foods while they're cooking And of course you always save any water left over from cooking vegetables. Use it in gravies, sauces, or soups. Prepare chopped fruit and vegetable salads just before serving.
99. JOHN: While you pause for breath, Mrs. Freyman...I want to remind you to say something about choosing the right foods to get the right vitamins.
100. FREYMAN: Well, unless a doctor advises otherwise, an average person can get all the vitamins he needs from a well balanced meals with plenty of variety...provided the foods are cooked properly
101. JOHN: I see. So if you eat plenty of different kinds of foods... you don't have to worry about any food value in particular... because you'll get enough of all of them.
102. FREYMAN: That's it...and if you use imagination in cooking to get color and new flavor in your meals...you'll be celebrating Pan American Week all year long.
103. MUSIC: SHORT BRIDGE
104. FREYMAN: And now Johnny...what's ahead for CONSUMER TIME next week.
105. JOHN: We're going to report on the latest "Consumer Speaks" survey. This one tells what homemakers are looking forward to in new household equipment.
106. FREYMAN: Good let's have a round-table discussion on household equipment and call in some guest experts to tell us what the new trends are...and to give us some buying tips.
107. JOHN: Fine...Hope all our friends will be listening next week for a special program on household equipment...on ...

108. SOUND: CASH REGISTER

109. ANNCR: CONSUMER TIME

110. SOUND: CASH REGISTER...CLOSE DRAWER

111. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations stations. It comes to you from Washington, D. C.

This is NBC the National Broadcasting Company.

